



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Placement
7669 Slogers Loop
Delaware, OH 43205

Contract # 338927

Schedule Dates 10/26/12-10/31/12
Advertiser POL/E Vogel/R/SSN/PA (17034)
Agency/T-Code Strategic Media Placement (3469)/157739025
Product Political - State Candidate (1071)
Brand POL/E VOGEL/R/SEN/PA (139378)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name EVERSOLE, WHITNEY
Phone/Fax /
CPE 3083
Account Types National/Political
Billing Type Standard
Comments ELDER VOGEL 10/26
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/25/12
Last Modified 10/25/12
Entered By Mary Beth Halas
CO-OP Yes
Headline # 06396944
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,431.25
Net Total \$19,443.75
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	8	\$12,125.00
Nov. 2012	8	\$10,750.00
Grand Total:	16	\$22,875.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	5:59A- Channel 11 News 6am	1						1		1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/1	10/25/12
2.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	7A- 8A (EST)	1	1							1	\$850.00	\$850.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/3	10/25/12
3.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A- 10:30A (EST)	1						1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	NEWS 8-1030A/4	10/25/12
4.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	8A- 10A (EST)	1							1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	NEWS 8-10A/5	10/25/12
5.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5:30P- 6P (EST)	1	1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 530-6P/6	10/25/12
6.0	Normal Line / Spot	10/29/12-10/31/12	3	:30	5:58P- Channel 11 News At 6pm M-F	1	1	1	1					3	\$1,300.00	\$3,900.00	Pittsburgh (WPXI)	NEWS 6-630P/7	10/25/12
7.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	5:58P- Channel 11 News At 6pm M-F	1					1			1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 6-630P/8	10/25/12
8.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6P- CHANNEL 11 NEWS AT 11P	1						1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-630P/9	10/25/12
9.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	1						1		1	\$2,700.00	\$2,700.00	Pittsburgh (WPXI)	NEWS 11-1135P/10	10/25/12
10.0	Normal Line / Spot	10/30/12-10/30/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1							1	\$2,700.00	\$2,700.00	Pittsburgh (WPXI)	NEWS 11-1135P/11	10/25/12
11.0	Normal Line / Spot	10/27/12-10/27/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	1						1		1	\$2,900.00	\$2,900.00	Pittsburgh (WPXI)	NEWS 11-1130P/12	10/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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12.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	11:30P-Channel 11 News Following Football 1130P								1	1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS 1130P-1235A/13	10/25/12
13.0	Normal Line / Spot	10/29/12-10/30/12	3	:30	5:59A-Channel 11 News 6am		1	1						2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	NEWS 6-7A/2	10/25/12

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